

## IN THE CLAIMS:

The listing of claims replaces all prior versions, and listings, of claims in the application.

1. (Currently Amended) A method of conducting an electronic online auction between a plurality of potential bidders, comprising ~~the steps of~~:
  - (a) receiving a plurality of bids from bidders;
  - (b) ranking said bids in order of attractiveness; and
  - (c) for each bid, displaying the rank determined in step (b) to the bidder who made the bid.
2. (Currently Amended) The method of claim 1, wherein the ranking in ~~step~~ (b) determines an ordinal rank for each bid that is displayed to the bidder in ~~step~~ (c).
3. (Currently Amended) The method of claim 1, wherein ~~step~~ (b) comprises ~~the step of~~ ranking bids in accordance with the price of the bids.
4. (Currently Amended) The method of claim 1, further comprising ~~the step of~~ transforming a bidder comparative bid parameter into a comparative bid parameter for the originator of the auction.
5. (Currently Amended) The method of claim 1, wherein ~~step~~ (a) comprises ~~the step of~~ receiving transformed bid information.

6. (Currently Amended) The method of claim 5, wherein ~~step~~ (a) comprises ~~the step of~~ receiving a bid price in a base currency, wherein said bid price is originally defined in a local currency of said first bidder.

7. (Currently Amended) The method of claim 1, further comprising ~~the additional step of~~ transmitting the rank to the bidder.

8. (Currently Amended) The method of claim 1, further comprising ~~the additional steps of~~ ~~repeating steps~~ (b) and (c) as new bids are received.

9. (Currently Amended) The method of claim 1, wherein ~~step~~ (c) comprises ~~the step of~~ displaying a tie rank to the bidder if the ranking in ~~step~~ (b) results in a tie.

10. (Previously Presented) A computer program product for enabling a processor in a computer system to process bidding information in an electronic auction, amongst a plurality of bidders, said computer program product comprising:

a computer usable medium having computer readable program code means embodied in said medium for causing an application program to execute on the computer system, said computer readable program code means comprising

a computer readable program code means for enabling the computer system to receive a plurality of bids from bidders, rank said bids in order of attractiveness, and for each bid, display the rank to the bidder who made the bid.

11. (Previously Presented) The computer program product of claim 10, further comprising

computer readable program code means for enabling the computer system to determine an ordinal rank for each bid that is displayed to the bidder.

12. (Previously Presented) The computer program product of claim 10, further comprising computer readable program code means for enabling the computer system to rank bids in accordance with the price of the bids.

13. (Previously Presented) The computer program product of claim 10, further comprising computer readable program code means for enabling the computer system to transform a bidder comparative bid parameter into a comparative bid parameter for the originator of the auction.

14. (Previously Presented) The computer program product of claim 10, further comprising computer readable program code means for enabling the computer system to receive transformed bid information.

15. (Previously Presented) The computer program product of claim 14, further comprising computer readable program code means for enabling the computer system to receive a bid price in a base currency, wherein said bid price is originally defined in a local currency of said first bidder.

16. (Previously Presented) The computer program product of claim 10, further comprising computer readable program code means for enabling the computer system to transmit the rank received to the bidder.

17. (Previously Presented) The computer program product of claim 10, further comprising computer readable program code means for enabling the computer system to rank bids in order of attractiveness, and for each bid, display the rank to the bidder who made the bid as new bids are received.
18. (Previously Presented) The computer program product of claim 10, further comprising computer readable program code means for enabling the computer system to display a tie rank to the bidder if the ranking results in a tie.
19. (Previously Presented) A system for processing the bidding information in an electronic auction amongst a plurality of bidders, comprising:
- means for receiving a plurality of bids from bidders;
  - means for ranking said bids in order of attractiveness; and
  - for each bid, means for displaying the rank to the bidder who made the bid.
20. (Previously Presented) The system of claim 19, wherein said means for ranking bids includes means for determining an ordinal rank for each bid that is displayed to the bidder.
21. (Previously Presented) The system of claim 19, wherein said means for ranking bids includes means for ranking in accordance with the price of the bids.
22. (Previously Presented) The system of claim 19, further comprising means for transforming a bidder comparative bid parameter into a comparative bid parameter for the originator of the auction.

23. (Previously Presented) The system of claim 19, wherein said means for receiving bids includes means for transformed bid information.

24. (Previously Presented) The system of claim 23, wherein said means for receiving bid comprises means for receiving a bid price in a base currency, wherein said bid price is originally defined in a local currency of said first bidder.

25. (Previously Presented) The system of claim 19, further comprising means for transmitting the rank to the bidder.

26. (Previously Presented) The system of claim 19, further comprising means for receiving and ranking bids as new bids are received.

27. (Previously Presented) The system of claim 19, wherein said means for displaying the rank comprises means for displaying a tie rank to the bidder if the ranking results in a tie.

28. (Currently Amended) A method of conducting an electronic online auction between a buyer and a plurality of potential sellers, comprising ~~the steps of~~:

- (a) receiving a plurality of bids from sellers;
- (b) for each bid, transforming the bid into a buyer comparative bid parameter;
- (c) ranking said bids in order of attractiveness based up the buyer comparative bid parameter; and
- (d) for each bid, displaying the rank determined in step (c) to the seller who made the bid.

29. (Currently Amended) The method of claim 28, wherein the ranking in ~~step~~ (c) determines an ordinal rank for each bid that is displayed to the seller in ~~step~~ (d).

30. (Currently Amended) The method of claim 29, further comprising ~~the additional steps of~~ repeating ~~steps~~ (b), (c) and (d) as new bids are received.

31. (Currently Amended) The method of claim 30, further comprising ~~the additional step of~~ rejecting a bid if the bid ranking determined in ~~step~~ (b) results in a tied bid.

32. (Currently Amended) The method of claim 30, wherein ~~step~~ (d) comprises ~~the step of~~ displaying a tie rank to the seller if a new bid results in a tie rank.

33. (Previously Presented) A system for processing bidding information in an electronic auction between a buyer and a plurality of potential sellers, comprising:

means for receiving a plurality of bids from sellers;

means for transforming each bid into a buyer comparative bid parameter;

means for ranking said bids in order of attractiveness based up the buyer comparative bid parameter; and

means for displaying the ranking to the seller who made the bid.

34. (Previously Presented) The system of claim 33, wherein the means for ranking determines an ordinal rank for each bid.

35. (Previously Presented) The system of claim 34, further comprising means for receiving, transforming and ranking each bid as new bids are received.

36. (Previously Presented) The system of claim 35, further comprising means for rejecting a bid if a bid ranking results in a tie bid.

37. (Previously Presented) The system of claim 35, further comprising means for displaying a tie rank to the seller if a new bids results in a tie rank.